- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.
- Concerted marketing efforts to tap the potential in East Asia and South East Asia in consonance with "Look East" policy of the Department.
- Launching of "Incredible India" campaign on a global basis to position India's tourism products with a brand identity.
- To lay greater focus on domestic tourism.
- Direct approach to the consumers through Electronic and Print media, web marketing, IT based Overseas Marketing, etc.
- Achieving synergy through cooperation and assistance of Indian Missions and other Indian organisations and associations abroad in tourism promotion.

Effect of Severe Acute Respiratory Syndrome on Tourist Arrival

3372. SHRI DATTA MEGHE : Will the Minister of TOURISM AND CULTURE be pleased to state :

(a) whether the World wide scare created by Severe Acute Respiratory Syndrome has an adverse effect on Indian Tourism industry;

(b) if so, the facts and details thereof;

(c) whether there is fall in arrival of tourists from Asian countries; and

(d) if so, the steps Government have taken to face the challenge?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN) : (a) to (d) At present there are no indications of any adverse effect on foreign tourist arrivals to India due to scare created by Severe Acute Respiratory Syndrome (SARS).

Conservation of historical monuments and museums in Maharashtra

3373. SHRI MURLI DEORA : Will the Minister of TOURISM AND CULTURE be pleased to state :

(a) whether the Government of Maharashtra has requested Government